

Outdoor advertising: statement of objections to two companies

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The general rapporteur of the Autorité de la concurrence has stated objections to two companies in the outdoor advertising sector.

The companies in question are criticised for having concluded and implemented, in the outdoor advertising sector, an agreement to share upstream markets, in particular for the supply of street furniture, the operation of billboards in the transport and the rental or lease of spaces for the purposes of display advertising (large format display advertising), in particular as a result of an operation to acquire a minority stake between them.

The investigation services of the Autorité de la concurrence stated objections to these two companies a few days ago.

PRESS RELEASE OF 19 APRIL 2022

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